

## ABSTRACT

A self-aggregating information exchange protocol provides for a website to receive and supply information. A website receives a first question from a first user and a proposed answer from a bidder. Once the website owner receives an offer of acceptance from the first user and payment thereof, the website owner then causes the website to receive a full answer to the question from the bidder. The website then provides the full answer to the first user and pays compensation to the bidder. If a second question is supplied to the website from a second user and upon recognizing that the second question is essentially similar to the first question, the second user is provided with an offer to provide the same or similar answer. Once the second user accepts the offer, the website owner causes the website to deliver the answer to the second user in exchange for compensation from the second user to the website owner and the bidder.